

Revision, Version 3

Agency: Buying Time
Office: Washington
Client: 1259 - Friends of Wendy Gooditis
Product: 1273 - TV

Station: WJLA-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/26/2021
Flight End: 11/02/2021
Hiatus:

Piggyback Product:

Estimate: 11116 - Gooditis Broadcast10.26-11.02

Received in ePort: 10/25/2021 10:19:38 AM

Airtime Dollars: \$86,275.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$86,275.00
Total Spots: 67

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager
Phone:
OrderID: 11062049
Status: Revised Pending Review

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots				
						10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2		Rtg	CPP	Imp	CPM
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	EM	\$150.00	C	30	1	1	1	0	0	0	1	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WSH 5.00A Mo-Fr 5:00a-6:00a IN LPNov/2020LS ON WJLA.																		
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	C	30	0	1	0	1	0	0	1	1	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA.																		
3	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	1	0	1	1	0	0	0	0	3				
4Q21 (sell)																		
4	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	C	30	1	0	1	1	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF LVE-KELLY&RYAN Mo-Fr 9:00a-10:00a IN LPNov/2020LS ON WJLA.																		
5	TuWThFM 10A-11A GOOD MORNING WASHINGTON	DT	\$250.00	C	30	1	1	1	1	0	0	0	0	4				

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Agency:	Buying Time	Station:	WJLA-TV	Order ID:	11062049
Client:	1259 - Friends of Wendy Gooditis	Product:	1273 - TV	Estimate:	11116 - Gooditis Broadcast10.26-11.02
Flight Start:	10/26/2021	Flight End:	11/02/2021	Received in ePort:	10/25/2021 10:19:38 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total				
						10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF RACHAEL RAY Mo-Fr 10:00a-11:00a IN LPNov/2020LS ON WJLA.																		
6	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT	\$800.00	C	30	1	1	1	0	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 12 Mo-Fr 12:00p-1:00p IN LPNov/2020LS ON WJLA.																		
7	TuWThFM 2P-3P GENERAL HOSPITAL	DT	\$525.00	C	30	0	1	1	1	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.																		
8	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN	\$1,200.00	C	30	1	0	1	0	0	0	1	0	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA.																		
9	TuWThFM 6P-6:30P ABC 7 NEWS @ 6P	EN	\$1,800.00	C	30	0	1	0	1	0	0	1	0	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:00p-6:30p IN LPNov/2020LS ON WJLA.																		
10	TuWThFM 6:57P-7P WOLD NEWS ADJ B	EN	\$4,500.00	C	30	1	1	0	1	0	0	0	0	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-WORLD NWS Mo-Fr 6:57p-7:00p IN LPNov/2020LS ON WJLA.																		
11	Su 6P-7P 6P WEEKEND NEWS	EN	\$525.00	C	30	0	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC NWS-SUN Sun 6:00p-6:30p IN LPNov/2020LS ON WJLA.																		
12	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$1,800.00	C	30	1	1	0	1	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WHEEL-FORTNE Mo-Fr 7:00p-7:30p IN LPNov/2020LS ON WJLA.																		
13	TuWThFM 7:30P-8P JEOPARDY	PA	\$5,200.00	C	30	1	0	1	1	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF JEOPARDY Mo-Fr 7:30p-8:00p IN LPNov/2020LS ON WJLA.																		

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Agency:	Buying Time	Station:	WJLA-TV	Order ID:	11062049
Client:	1259 - Friends of Wendy Gooditis	Product:	1273 - TV	Estimate:	11116 - Gooditis Broadcast10.26-11.02
Flight Start:	10/26/2021	Flight End:	11/02/2021	Received in ePort:	10/25/2021 10:19:38 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	Rtg	CPP	Imp	CPM
						10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2					
14	M 10P-11P THE GOOD DOCTOR	PT	\$1,500.00	C	30	0	0	0	0	0	0	1	0	1				
4Q21 (sell)																		
15	TuWThFM 11P-11:30P ABC 7 NEWS @ 11P	LN	\$650.00	C	30	1	1	1	0	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.																		
16	TuWThFM 12:30A-1A NIGHTLINE	LF	\$125.00	C	30	1	1	0	1	0	0	1	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-NITELINE Mo-Fr 12:30a-1:00a IN LPNov/2020LS ON WJLA.																		
17	Sa 7A-8A GMA-SATURDAY	WK	\$400.00	C	30	0	0	0	0	1	0	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SAT-ABC Sat 7:00a-8:00a IN LPNov/2020LS ON WJLA.																		
18	Sa 8A-9A GMW SAT 8-9A	WK	\$325.00	C	30	0	0	0	0	1	0	0	0	1				
4Q21 (sell)																		
19	Sa 9A-10A GMA SAT 9-10A	WK	\$400.00	C	30	0	0	0	0	1	0	0	0	1				
4Q21 (sell)																		
20	Su 7:30A-8A GOOD MORNING WASHINGTON SUN	WK	\$100.00	C	30	0	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD MRN WA-SU Sun 7:30a-8:00a IN LPNov/2020LS ON WJLA.																		
21	Su 8A-9A GMA-SUN	WK	\$450.00	C	30	0	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.																		
22	Su 10A-10:30A FULL MEASURE SHARYL ATKISSON	WK	\$125.00	C	30	0	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FULL MEASURE Sun 10:00a-10:30a IN LPNov/2020LS ON WJLA.																		
23	Sa 7:30P-11P SATURDAY NIGHT FOOTBALL	S	\$2,000.00	C	30	0	0	0	0	1	0	0	0	1				

Revision, Version 3 (Page 4)

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Station: WJLA-TV
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Received in ePort: 10/25/2021 10:19:38 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots				
						10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2		Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 8:00p-11:30p IN LPPNov/2020LS ON WJLA.																		
24	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	C	30	0	0	0	0	0	0	1	0	1				
4Q21 (sell)																		
25	Th 8P-9P STATION 19	PT	\$3,000.00	C	30	0	0	1	0	0	0	0	0	1				
4Q21 (sell)																		
26	Th 9P-10P GREY'S ANATOMY	PT	\$4,500.00	C	30	0	0	1	0	0	0	0	0	1				
4Q21 (sell)																		
27	TuWThFM 11:35P-12:35A JIMMY KIMMEL	LF	\$400.00	C	30	0	1	0	0	0	0	1	0	2				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPPNov/2020LS ON WJLA.																		
Total Spots:						11	11	11	10	4	4	14	2					
Cash\$ - Spots: \$86,275.00 - 67						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$86,275.00		Total GRP - CPP: 0.0 - \$0.00		Total GIMP(000) - CPM: 0 - \$0.00						